

# HEALTH IT CENTRAL

himss Europe

THE NEW NEWS PORTAL OF THE EUROPEAN HEALTHCARE IT COMMUNITY



[www.healthITcentral.eu](http://www.healthITcentral.eu)

MEDIA KIT 2017

[www.healthITcentral.eu](http://www.healthITcentral.eu)



## HEALTH IT CENTRAL – The Decisive Information Source for the eHealth Community.

15,000 readers across Europe  
[currently increasing by 20% per month]

Headlines reach 40,000 visitors  
across all HIMSS Europe websites

Top European visitors: UK, Germany,  
The Netherlands, Spain, Italy

Dedicated social media channel

**HEALTH IT CENTRAL** lets you access the whole world of news and information from HIMSS Europe on one unified portal. An unmatched network of national and international journalists cover the industry's events at the highest journalistic standards – independent, leading-edge and with professional relevance to the health IT community.

Visit **HEALTH IT CENTRAL** daily for a 360° perspective of the eHealth industry – and benefit from the unified information power of:

- **HIMSS Insights**  
The IT Journal for Healthcare Leaders across Europe
- **The British Journal of Healthcare Computing**  
The Positive Voice of Healthcare IT
- **HealthTech Wire**  
The eHealth Business News Channel

**HEALTH IT CENTRAL** features news, social media networks, webinars, multi-media content and blogs to connect the community and facilitate interaction among eHealth professionals.

To find out which **HIMSS Europe media service** best suits your advertising goals please contact:

**Ben Plummer**, [blummer@himss.org](mailto:blummer@himss.org), +44 79 584 237 30



[www.healthITcentral.eu/insights](http://www.healthITcentral.eu/insights)

# Insights HIMSS Europe

HIMSS Insights' print and digital edition is published quarterly

**Target audience:** HIMSS Europe community/Healthcare leaders and IT professionals

**Target region:** Europe

**Key focus:** Politics and economics, strategy, global trends, leaders of change, technology updates

**Circulation:** 20,000+ [print and digital]

## The Magazine Healthcare IT Leaders Deserve.

HIMSS Insights provides the background information and thought-leadership for clinical experts, commercial leaders and policy makers to shape the future of our healthcare. It helps drive the right investment decisions on healthcare IT to deliver best outcomes for all of us – on a daily basis and for the future.

HIMSS Insights is produced by some of the best and most knowledgeable healthcare journalists from across Europe. Their in-depth coverage of cutting-edge healthcare IT topics stimulates thinking and helps leaders better understand the trends, best practices and innovations that shape the future of healthcare. This is the perfect environment for your brand and image advertising.

Health IT Central offers the opportunity to access HIMSS Insights in online and digital formats.

[www.healthITcentral.eu/insights](http://www.healthITcentral.eu/insights)

"I find HIMSS Insights to be an informative resource, which provides valuable coverage of the latest and relevant happenings in our field."

Eric J Topol, MD, Director, Scripps Translational Science Institute Chief Academic Officer, Scripps Health Professor of Genomics, The Scripps Research Institute



"As a decision maker, HIMSS Insights provides an excellent understanding of industry best practices and trends that take place throughout Europe. The publication acts as a vehicle which breaks the cultural and local walls that exist in Europe, by being a uniquely positioned resource which often addresses divisive topics."

Vicent Moncho Mas, Director of Organization and Information Technology, Hospital de Denia. Marina Salud

## EDITORIAL OPPORTUNITY: SPEAKERS' CORNER

- Editorial coverage of panel proceedings during event covered by experienced HIMSS Insights journalist.
- Additional interviews conducted with panelists/speakers at the event, if required.
- 1,000-1,200 word editorial published in HIMSS Insights (online and in print).
- Professional photography of session included.
- Content will be promoted through social media.
- PDF can be used for other marketing purposes.



**Editorial opportunity:**  
**€ 4,825**  
net, excluding VAT.

[www.healthITcentral.eu/british-journal-healthcare-computing](http://www.healthITcentral.eu/british-journal-healthcare-computing)



## The British Journal of Health Computing – The Longest Running Health IT Publication in the UK.

BJ-HC is available online.

**Target audience:** Decision makers and implementers of healthcare IT in the NHS and private sector in the UK

**Target region:** UK

**Key focus:** The benefits of information technology in healthcare and the practical experiences of the users.

It is an audience-focused, highly-specialised, professional news publication that addresses the challenges and opportunities faced by decision makers and implementers of healthcare IT in the NHS and private sector in the UK.

**BJ-HC** editors place the spotlight on the achievements of CIOs and health IT professionals.

It supports the NHS and private hospitals in transforming healthcare through IT.

### Vox Pop

The BJ-HC 'vox pop' is a monthly feature asking opinion leaders within the UK healthcare industry their views on a topical item of interest, from 'How do we find ways to manage the silver tsunami?' to 'How is technology changing the way patients receive care?'

[www.healthITcentral.eu/british-journal-healthcare-computing](http://www.healthITcentral.eu/british-journal-healthcare-computing)

'I have always viewed BJ-HC as a source of contemporary, independent and balanced reporting. The health informatics domain is complex and rapidly developing – it is good to have a single source to be able to put the environment into context.'

Dr Jean Roberts, Director of Standards (UKCHIP)

The screenshot displays the Health IT Central website interface. At the top, the logo for Health IT Central is prominent, with HIMSS Europe branding. A navigation bar includes links for HOME, INSIGHTS, BJ-HC, HEALTHTECH WIRE, and INTEGRATED CARE BLOG, along with social media icons for Twitter and YouTube. A search bar and a newsletter sign-up button are also visible.

The main content area features a large banner for the British Journal of Healthcare Computing, described as 'THE POSITIVE VOICE OF HEALTHCARE IT'. Below this, three featured articles are displayed with accompanying images and 'Read More...' links:

- Nearly 45% of UK prefers traditional NHS channels, says survey** (14 Dec 2016): Research shows UK citizens are reluctant to use digital platforms offered by the NHS due to data sharing concerns.
- Look beyond 'digitising the status quo', says NIA fellow** (13 Dec 2016): The health analytics platform of Outcomes Based Healthcare (OBH) was selected to be a part of the NHS Innovation.
- Call for more women in NHS leadership positions** (13 Dec 2016): The newest NHS Clinical Commissioners (NHSCC) report tackles gender inequality in leadership positions.

Additional content includes a Microsoft advertisement for health analytics, an EMC advertisement for patient engagement, and a row of three smaller image-based articles at the bottom.



[www.healthITcentral.eu/healthtech-wire](http://www.healthITcentral.eu/healthtech-wire)



HealthTech Wire is available online and in print via *HIMSS Insights*.

Target audience:  
HIMSS Europe community

Target region: Europe

Key focus: Business and product news from the healthcare IT industry.

- ▶ Option 1:  
**HTW News Story: €410**
- ▶ Option 2:  
**HTW Thought Leadership Interview: €1,990**
- ▶ Option 3:  
**SmartMail is a content focused premium solution allowing for intelligent audience targeting based on geography and job title. Guidelines apply. Cost for 3,000 recipients: €4,000**

## HealthTech Wire is the industry’s news service, featuring business and product news from vendors, universities, associations and other professional healthcare stakeholders.

**HealthTech Wire** is a content creation and distribution service for innovative healthcare technology organisations allowing you to communicate directly with your customers, partners and users. It gives you access to HIMSS journalists, who help you create professional content about new solutions, product innovations or business developments.

With **HealthTech Wire** you can increase the efficiency of your corporate communications by controlling timing, budget and messaging of your content assets. [HealthTech Wire editorial guidelines apply.]

### HIMSS Insights + HealthTech Wire

Do you want to republish your content from HealthTech Wire in the print and digital edition of *HIMSS Insights* for greater awareness and better results for brand positioning and messaging? Please see page 7.

[www.healthITcentral.eu/healthtech-wire](http://www.healthITcentral.eu/healthtech-wire)

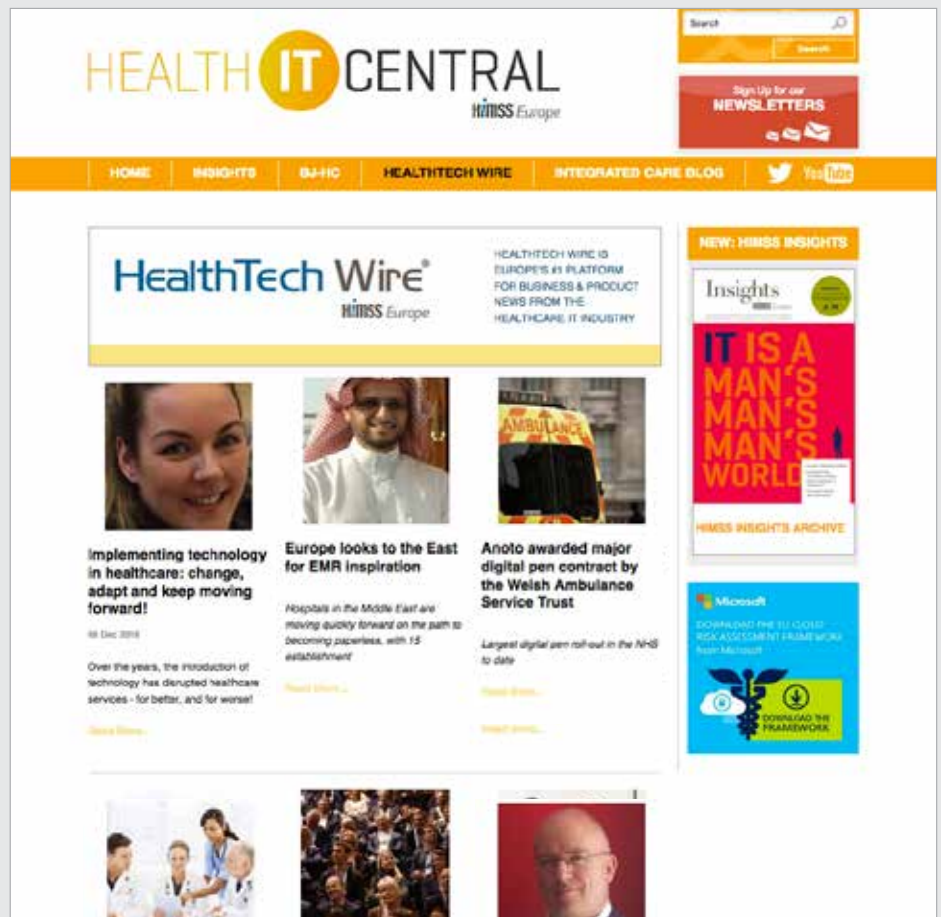
“We find the HealthTech Wire service to be a reliable and powerful tool to enable us to communicate with our customers and partners in the industry. The fact that we control the timing and messaging aspects is extremely useful in allowing us to communicate effectively with our target audience.”

Florin Negoita, Manager, MyChart Program Information and Communication Services Sunnybrook Health Sciences Centre

HealthTech Wire is published on all of the HIMSS Europe websites which includes:

- [www.himss.eu](http://www.himss.eu)
- [www.ehealthweek.org](http://www.ehealthweek.org)
- [www.healthinsights.co.uk](http://www.healthinsights.co.uk)
- [www.ukehealthweek.com](http://www.ukehealthweek.com)
- [www.hitciosummit.eu](http://www.hitciosummit.eu)
- [www.telemedicineconference.eu](http://www.telemedicineconference.eu)
- [www.himssurkey.org](http://www.himssurkey.org)
- [www.himssnordicehealthexchange.org](http://www.himssnordicehealthexchange.org)

Average monthly traffic: 40,000 users



# HEALTH IT CENTRAL

HIMSS Europe

Banner	Specs	Minimum unit	Rates [net]
[1] Wallpaper	1440x820 [avoid 1136x690], [jpg/gif]	3 months	€ 5,400
[2-3] Category Banner	250x250 [jpg/gif]	1 month	€ 800
[4] Leaderboard [on homepage only]	728x90 [jpg/gif]	1 month	€ 1,000
[5] Content Placement [video or white paper]	For more information, please contact us.	1 month	€ 1,000
[6] Topic partnership [access via homepage]	For more information, please contact us.	6 months	€ 40,000
HIMSS Europe Community newsletter	352x152 [jpg]	1 issue	€ 800

All prices net, excluding VAT.

- Banner 1 will appear within each section of Health IT Central
- Category placement for banner 2-3 can be selected
- Please provide material [with URL] five days before planned date of publication and send it to [dyogendra@himss.org](mailto:dyogendra@himss.org)
- Banner and content placement are online sponsorships. [no CPM advertising]
- Pricing applies to placement per language – English and/or German

## FOR ADVERTISING ENQUIRIES, PLEASE CONTACT

**Ben Plummer**

[blummer@himss.org](mailto:blummer@himss.org)

+44 79 584 237 30

The screenshot shows the Health IT Central website homepage. At the top, there is a navigation bar with links for HOME, INSIGHTS, BJHC, and HEALTHTECH WIRE. Below the navigation bar, there are several content blocks. On the left, there is a large 'Insights' article titled 'Telehealth For Chronic Care - What Are We Waiting For?'. To the right of this article, there are three vertical orange boxes labeled BANNER [2], BANNER [3], and CONTENT PLACEMENT [5]. Below these boxes, there is a 'TOPIC PARTNERSHIP [6]' section. At the bottom of the page, there is a 'BANNER [4]' section. The website also features a search bar and a 'NEWSLETTER' sign-up form.

# HIMSS INSIGHTS + HEALTHTECH WIRE: EXTEND YOUR AUDIENCE, DELIVER THE MESSAGE!

HIMSS Insights is collaborating with HealthTech Wire to help suppliers communicate directly with the HIMSS Europe community. Your content from HealthTech Wire is republished in the print and digital edition of HIMSS Insights. This multi-media, integrated communications program intelligently links your image advertising with content marketing; resulting in greater awareness and better results for brand positioning and messaging.

**Only €150 extra for your HTW story to be included in the HIT Central newsletter**

## EXCLUSIVE PACKAGE FOR HIMSS INSIGHTS ADVERTISING CLIENTS:



Advert in Insights: **€ 3,000**

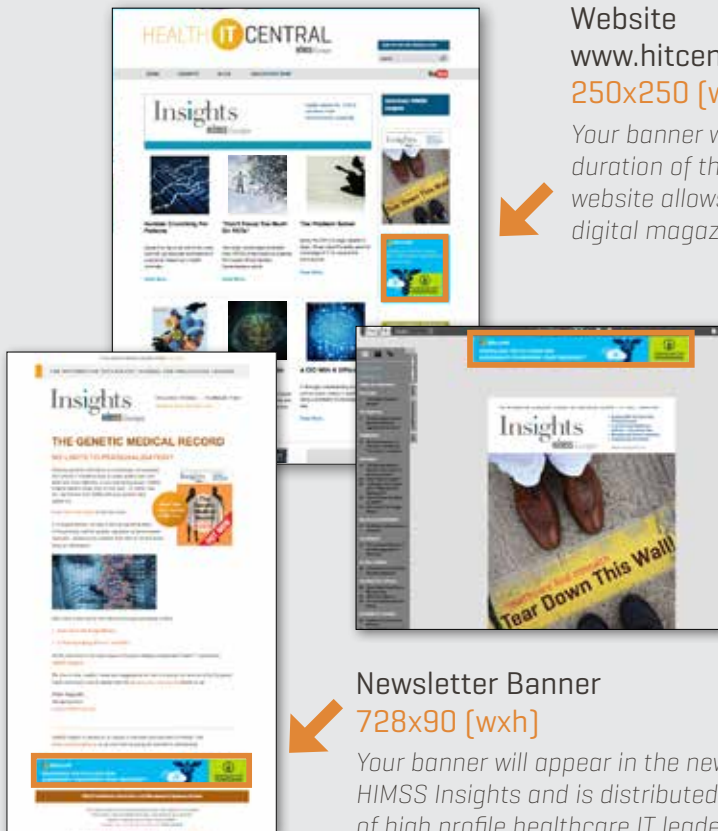
+ HealthTech Wire Interview: **€ 1,990**  
Includes full production and publication on [www.hitcentral.eu/healthtech-wire](http://www.hitcentral.eu/healthtech-wire)

+ **EXCLUSIVE PACKAGE FOR HIMSS INSIGHTS ADVERTISING CLIENTS:**  
purchase an ad in HIMSS Insights and a HealthTech Wire interview and receive a reprint of you Health-Tech Wire Interview in HIMSS Insights for **FREE**  
**€ 4,990**

All prices net, excluding VAT.  
HealthTech Wire's editorial guidelines apply.

## HIMSS INSIGHTS EXCLUSIVE DIGITAL EDITION PARTNERSHIP

Be the exclusive sponsor of one of the digital editions of HIMSS Insights. This will maximise your advertising impact and create long-term online exposure of your brand and message.



Website  
[www.hitcentral.eu/insights](http://www.hitcentral.eu/insights)  
250x250 [w x h]

Your banner will appear for the duration of the quarterly issue. The website allows download of the digital magazine.

+

Digital Edition Banner  
728x90 [w x h]

Your banner will appear in the leaderboard [top of the page] position of the magazine. Your message will be displayed on every page of the magazine ensuring maximum exposure.

+

Newsletter Banner  
728x90 [w x h]

Your banner will appear in the newsletter which announces the latest edition of HIMSS Insights and is distributed to the HIMSS Europe community. The audience consists of high profile healthcare IT leaders and key decision makers in European healthcare.

**Digital Partnership Rate: € 6,500**  
net, excluding VAT.

## CUSTOM CONTENT

- New and unique concept
- Provides suppliers with dedicated microsite that is part of HIMSS Media portfolio
- Gives suppliers access to existing European HIMSS audience
- Positions supplier as thought leader on specific theme or topic
- Mix of independent and promotional content
- Promotion through HIMSS key media channels

### Our current **custom content** project with EMC provides:

- Strong partnership between HIMSS and supplier
- Long-term relationship to develop content and ideas together
- 20 news and feature articles per month on integrated care
- Positions customers and staff as thought leaders
- Tracking results and adapting content/outreach accordingly
- Introduction of guest bloggers from influential organisations



**€5,000**  
per month  
Get in touch  
with our team  
for more  
details.

## SMARTMAIL – LEVERAGE. TAILOR. CONNECT.

**SmartMail** is a content focused premium solution allowing for intelligent audience targeting based on geography and job title.

- Our audience engages stronger with content based campaigns rather than direct advertising. Whilst content can relate to a commercial product, it needs to focus on a topic or theme rather than a specific product e.g. information/ research/ commentary/case studies/best practice, thought leadership.
- Opportunity to leverage the enormous potential of the combined data from HIMSS Europe.
- Our team will work closely with you to conduct detailed queries in order to select the right audience segments, including: job title and geographic location.



Targeted follow up mailer:  
**€500**

Cost for 3,000 recipients:  
**€4,000**  
Guidelines apply.





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[www.healthITcentral.eu](http://www.healthITcentral.eu)

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